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EMPLOYMENT MULTIPLIER: CASE STUDY OF RHU PLANTATION SITE IN PANTAI SENOK KELANTAN

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Abstract

Well preserved natural ecosystem has the potential to enhance local economic activities by promoting ecotourism and business opportunity for local communities. This paper is an empirical study of the local economic benefits of ecotourism development in one of the rhu plantation site in Malaysia. Pantai Senok was selected as a case study to estimate local economic benefits in terms of employment opportunities provided by the ecotourism sector and other related sectors. To quantify the impacts of establishment of Pantai Senok on local community in terms of cash-flow, a study on employment multiplier has been carried out in 6 km radius of Pantai Senok. A total of 40 tourism operators has been interviewed and the results of the study showed that Pantai Senok has definitely contributed to income and output opportunities for local community. This study is vital to estimate and uncover the extend of benefits generated by the utilisation of wetland ecosystem towards local communities surrounding the area.

Keywords: *ecotourism; economic benefits; economic impacts; wetland; economic multiplier; employment*